

Cheshire[®]
Incorporated

408 WASHINGTON BOULEVARD | MUNDELEIN, ILLINOIS 60060 | PHONE 566-7880 | AREA CODE 312

January 19, 1966

Mr. T. Nelson
Systems Consultant
Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson:

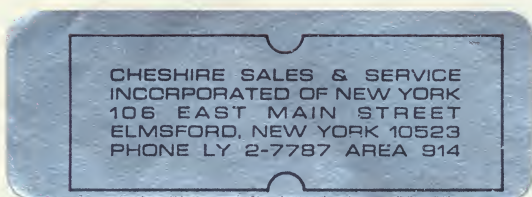
Thank you for your recent request for our new booklet, "High-Speed Automatic Labeling". Your copy of this booklet is enclosed.

Many printing organizations are using Cheshire machines to expand their service to customers. To most, the advantage is the increased profit which results from the high speed automatic operation of the machines. To others, the ability to get mailings out on time is of first importance.

To an increasing number of printers, however, the biggest benefit of a Cheshire labeling machine is the added facility it brings to their company. This ability to label material after printing has enabled many to hold and attract printing accounts that also require mailing services.

Perhaps a Cheshire machine can bring one or all of these benefits to your operation. We hope so.

It is our policy not to send a sales representative unless requested to do so. We will be happy to provide any further information that you may require, however, upon your request.



Yours very truly,

CHESHIRE, INC.

Sam Bol
lw

Simon V. Bol
Vice President
Director of Marketing

SVB:lw

Enclosure